

SOUP ZINE #1

FREE!



SOUPY SALES: KING OF THE PIE IN THE FACE

SOUP ZINE was intended to be a rag with info on the great Soupy Sales, but moreover, is intended to have testimonials from people who were affected by the comedic genius of our time. At this point, the testimonials are missing. Any readers of this zine are encouraged to write a short testimonial to Soupy for future issues. Please keep them to a couple paragraphs so I don't die from the printing costs. Send them to: Dave P.O.Box 2143 Stow, OH 44224. So, this issue is primarily an intro with plenty of photos and excerpts from several articles on the man. Thanks go to Travis Doane for his contribution and especially to Graham Triel who has gone beyond the call of duty by contributing dozens of xeroxes to this project. Now, please, leaf through and enjoy my favorite comedian, and don't forget to write those testimonials. Everyone who writes one gets a free copy of whichever issue it is printed in.



Expert advice from Soupy Sales

There's nothing like a pie in the face to put things back in perspective — nothing quite like a pair of peepers peering through a cloud of meringue to apply the ol' spatula to an inflated ego.

Since comedian Mabel Norman delivered what is believed to have been the very first on-screen custard-in-the-kisser back in the early 1900s, the tasty technique has become a staple of slapstick.

As legend has it, the incident took place on the set of one of those Max Sennett sessions when director Sennett was having trouble getting his star, Ben Turpin, to laugh on cue.

Standing on the sideline and taking heavy note of the dilemma, crusty co-star Norman cooked up a solution — she snagged a lemon pie from the lunch of a nearby grip, took dead aim at the convergence of Turpin's crossed eyes and . . . POW!

Sennett cracked up. So did Turpin, not to mention the rest of the cast and crew, and one of comedy's most successful and enduring bits was born.

It's hard telling just how many pies have found face since then. But as Akron sets its sights on Sunday and a place in the Guinness Book of World Records for the "world's largest pie fight," it's altogether fitting and proper that we take a closer look at the pie-in-the-face phenomenon.

No one has had a closer look, either, than Milton "Soupy Sales" Hines — the half-baked comic who estimates he was on the receiving end of some 19,000 pies a la nose during his tenure (1950-66) as the pied piper of pubescent television.

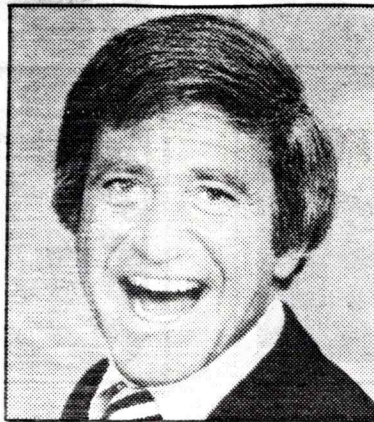
Reached by phone at his digs in New York, Sales, who's lost little in the way of irreverence over the years, put it this way:

"Well, what it is, is an art form — that's what a good pie in the face is. And there's more to it than meets the eye — pardon the expression.

"Done right, it's not only funny, but a great way of removing a person's dignity for about 20 seconds.

"There are, however, a couple things you've got to remember.

"First of all, it's important



Soupy Sales

that the target is aware of what's coming.

"You don't want to hit someone who's not expecting it — just ask the guy who nailed me at a restaurant in Dallas.

"It was about midnight, I was sitting at Tony Roma's with a few friends, and in comes this moron with a freshly baked pie that he proceeds to stick in my face.

"When he saw I wasn't laughing, he asked me, 'Hey, what's a matter? That's funny what I did.'

"Ohhhh yeahhh," I told him, 'not as funny as this,' and cranked him a good one right upside the head, right into the next table.

"That's one of the reasons it's important to make sure your victim is aware of your intentions.

"Frank (Sinatra) took a pie on one of my shows, and lemme tell ya, you don't hit Frank unless he tells you to hit him — not unless you wanna end up as a right turn on Route 60.

"Another thing — you don't actually throw the pie so much as you push it.

"And you push it from a distance far enough away so that only the pie — and not your

arm and hand — makes contact with the person's face.

"Make sure you hit dead center, too. A pie that's not right on target isn't nearly as funny as a bull's-eye.

"It's not just faces, either, that make good targets," says Sales.

"The rear end is good. So is the crotch and armpits."

Soupy says he took his first pie some 40 years ago in Cleveland.

"I was doing this son-of-Cochise bit," he says, "where I'm talking to a cowboy and telling him: 'White man take away land, take away buffalo. What does Indian have left?'

"That's when I got the pie."

Informed that Sunday's pie fight (the projectiles will consist of paper plates and whipped cream specially blended for the occasion) would take place in conjunction with the Three Stooges 60th anniversary bash opening tonight at the Civic Theatre (see Page 5), Sales recalled a couple of encounters with the trio.

"I knew Larry (Fine). I worked with Moe (Howard). And I met Curly (Moe's brother) by accident one day in Los Angeles.

"I'd always been a big fan of the Stooges, and one day after I'd gotten out of the service, I was walking down Sunset (Boulevard) and spotted him sitting at a red light in a convertible.

"I yelled over, 'Hey, Curly,' and the guy stands right up in the car and does about 30 seconds of that — you know — woo-woo-woo-woo-woo thing he used to do.

"People were falling down laughing. I mean it was really funny.

"Hey, those guys knew a little about throwing pies, too."

Yeah, like Laurel and Hardy didn't. □

MARKERS

The Three Stooges didn't cut corners when it came to pie.

Their favorite recipe was a combination of marshmallow, ground pumpkin, molasses, chocolate syrup, ketchup and huckleberries, with the latter occasionally being replaced by blueberries, cherries or strawberries.

Hey, everybody needs a little change of face.



SOUPY SALES

Listed: The television programs of comedian Soupy Sales.

Program background: Soupy's house.

Characters: White Fang (represented by a white paw), "The biggest and meanest dog in the United States"; Black Tooth (a brown paw), "The kindest dog in the United States."

Puppets: Pookie, the whistling lion; Hippie, the silent hippopotamus; Herman, the flea; Willie, the worm.

Other characters: Marilyn Monwolf, a curvaceous friend of White Fang and Black Tooth; Peaches, Soupy's flirtatious friend; and salesmen and irate neighbors who are seen only by their hands and arms as they talk from the side of the house near an open door.

Features: Sketches; songs; "The Words of Wisdom" (meaningful advice); "Soupy Sez" (comic sayings; e.g., "Show me a bakery hit by a tornado—and I'll show you a Napoleon blown apart"); Silent films narrated by Soupy; "Lunch Time" (Soupy eating with viewers); and "The Weather Forecast" (amid nonsense programs and commercials Soupy attempts to hear the weather forecast).

Programs:

Soupy's On—Children—30 minutes—Local Detroit—1953.

Host: Soupy Sales.

Assistant: Clyde Adler.

The Soupy Sales Show—Children—30 minutes—ABC—July 4, 1955 - August 26, 1955.

Host: Soupy Sales.

Assistant: Clyde Adler.

The Soupy Sales Show—Children—30 minutes—ABC—October 3, 1959 - June 25, 1960. Based on his local Los Angeles show which is aired over KABC-TV, Ch. 7.

Host: Soupy Sales.

Assistant: Clyde Adler.

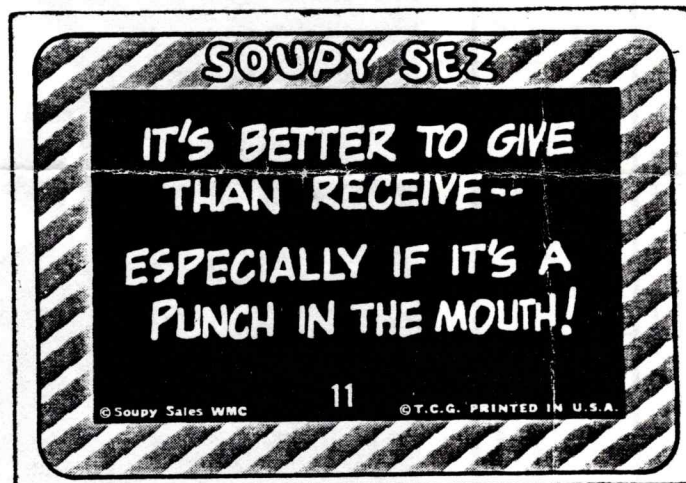
The Soupy Sales Show—Children—30 minutes—Syndicated—1966 - 1968. Originally a local New York program aired over WNEW-TV, Ch. 5.

Host: Soupy Sales.

Assistant: Clyde Adler.

Sketch: "The Adventures of Philo Kvetch." A cliff-hanger type of serial wherein private detective Philo Kvetch (Soupy) attempts to apprehend the notorious Mask and his henchman, Onions Oregon (Clyde).

"I cannot watch the shows," Soupy Sales says. "They're all cartoons, and to my mind, cartoons are not television because the figures can't really be humorous like live show characters. The kids have really become accustomed to animation, but they need live people."



SOUPY SALES

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THE SOUPY SALES SHOW

initial weekday broadcast dates:
7/4/55-8/26/55, ABC; 15-minute summer
replacement series for Kukla, Fran and Ollie
from WXYZ-TV, Detroit

initial Saturday broadcast dates:
10/3/59-6/25/60, 8/27/60-4/1/61, ABC,
as Lunch With Soupy Sales
syndicated: 1966-68, produced at WNEW-
TV, New York, where it aired as a local show
1964-1966;

1979, produced in Los Angeles
30-minute live (later taped) comedy series
hosted by the pie-throwing comedian and
assisted by his puppets White Fang and
Black Tooth (seen only by their paws), and
Pookie and Marilyn Monwolf. Clyde Adler as-
sisted both on and off camera.

"I really cannot turn on television Saturday morning before 12:30 without throwing up," Soupy Sales says without a hint of joking. Though he's still active, but only through syndication, he speaks for those colleagues less fortunate. "There is nothing creative. It is strictly a money-making thing and they're very selfish, because considering that stations and networks have that much time, it's only right they should give live performers a chance again."

local
NBC



I certainly gave sponsors more than a minute's time. It's really an endorsement. But I turned down commercials if I didn't believe in a product.

Sales (Milton Hines) was dubbed Soupbone to match his brothers' nicknames, Hambone and Chickenbone. His boundless energy was presumably derived from the same unknown power-source that fueled Mack Sennett's silent film troupe, the Marx Brothers, the Ritz Brothers, the Three Stooges, and, recently, Steve Martin and Robin Williams. Supercharged, Sales propelled his 1953 Cincinnati radio and TV show to Detroit and infected Midwest youngsters with a zaniness that defied sedation.

ATTENTION SOUPY FANS!!!!
 SOCKEYE's live rendition
 of "Soupy Sales" their
 tribute to the man is
 available for a blank tape
 and 2 stamps from this zine.

SUMMER 1955: Evening